

**8.3.1 Illuminated/Non-Illuminated Signs**

Illuminated or non-illuminated business signs are allowed in all non-residential zoning districts (these districts include: OR, OR-1, OR-2, OR-3, OTF, C-R, C-N, C-1, C-2, C-3, C-M, M-1, M-2, M-3, EZ-1, PEC, PRO, W-1, W-2, W-3, PD (non-residential uses) and for non-residential uses within the TNZD zoning district, subject to the restrictions set forth in **Sections 8.3.2 - 8.3.5** and the following. Internally illuminated business signs within the Neighborhood, Traditional Neighborhood and Village Form Districts, and within transition zones adjacent to the aforementioned form districts where signs are visible from these form districts shall have opaque backgrounds with translucent letters, symbols and logos. Reader Boards/Changeable Copy Signs, Temporary Business Signs and Special Event Signs are exempt from the previous restriction. Opaque means that the material must not transmit light from an internal illumination source. Outdoor exterior illuminated business signs shall be lighted in accordance with **Chapter 4, Part 1**, Lighting. Sign lighting shall be subject to the light trespass standards as outlined under **Chapter 4, Part 1**, Lighting.

**8.3.2 Attached, Awning, Canopy and Marquee Signs**

- A. There shall be no more than a total of three (3) of any of the following types of signs; attached, or awning, or canopy, or marquee signs on any one facade of a building, subject to the total maximum sign area requirement set forth below, except that multiple use buildings may have one sign for each business. First floor awning, canopy and marquee signs are excluded from the number of awning, attached, canopy or marquee signs permitted on any one façade of a building, subject to the total maximum sign area requirement set forth below; attached signs, canopy signs, marquee signs and awning signs are permitted within all non-residential zoning districts (these districts include: OR, OR-1, OR-2, OR-3, OTF, C-R, C-N, C-1, C-2, C-3, C-M, M-1, M-2, M-3, EZ-1, PEC, PRO, W-1, W-2, W-3, PD (non-residential uses)), unless otherwise regulated by Section 8.2.7 and within the form district regulations. Commercial uses permitted within a TNZD district may include attached, awning, canopy or marquee signs as authorized in this section, subject to additional limits established in the applicable TNZD Plan Report.
- B. The total area encompassed by all attached signs on any one facade of the building shall not exceed the limits established in Table 8.3.1, below. The area of the building façade shall be measured as specified in **Section 8.1.6 N**.

Table 8.3.1: Attached Signage

Area of Facade of Building	Maximum Sign Area
Less than 500 square feet	20% of Building Facade Area
Greater than or equal to 500 but less than 1,000 square feet	100 square feet plus 15% of the amount by which Building Facade Area exceeds 500 square feet
Greater than or equal to 1000 but less than 3,500 square feet	175 square feet plus 5% of the amount by which Building Facade Area exceeds 1,000 square ft.
Greater than or equal to 3,500 square feet but less than 5,000 square feet	300 square feet
Greater than or equal to 5,000 square feet (applicable only to industrial uses in M-1, M-2, M-3 and EZ Districts and all uses in the C-3 District.	10% of Facade - Maximum of 500 square feet in C-3 Districts and a maximum of 750 square feet in other allowed Districts

- C. An attached sign mounted parallel to the exterior walls of a building may project up to eighteen (18) inches from the surface to which it is mounted. An attached sign constructed flat on the face of such building may extend into the right-of-way no further than eighteen (18) inches from the surface of such building without the approval of the Director of the Department of Public Works. An attached sign mounted to a slanted (inclined) exterior surface may be mounted in the vertical upright position as long as the sign does not project beyond eighteen (18) inches at the point of attachment. No such sign shall extend more than five (5) feet above the highest point of the exterior wall to which it is attached. No such sign shall be mounted on any roof.

1. In Neighborhood, Traditional Neighborhood, Village, Town Center Form Districts attached signs shall not be located more than three (3) feet above the ceiling of the first floor of the building.
2. In Campus, Regional Center, Suburban Workplace, Suburban Marketplace Corridor and Downtown Form Districts attached signs shall not be located more than three feet above the ceiling of the upper most floor of the building.

*Note: "three (3) feet above the ceiling" in this instance does not refer to drop ceilings*

3. Within the Traditional Marketplace Corridor Form District the tops of attached signs shall not be higher than 20 feet and shall not extend above the cornice line of the building.
  4. **Awnings and canopies containing signs must be mounted no more than 3 feet above the ceiling of the first floor of the building. The area of all awning signs and canopy signs shall be included as part of the total allowable signage on any one facade of a building as listed in [Section 8.3.2.B](#).**
- D. Window signs are permitted within the PD (commercial uses), C-N, C-1, C-2, C-3 and C-M zoning districts. A use may display window signs so long as the aggregate area of such signs does not exceed 25% of total window area located on the ground floor of the building. For computation of area, window panels separated by muntins or mullions shall be considered as one continuous windowpane. Window signs shall not be considered attached signs.
- E. Form District Specific Attached, Awning and Window Sign Restrictions:
1. Traditional Neighborhood Form Districts:
    - a. Attached, Awning, Canopy and Marquee signs shall be permitted at a maximum total size of 60 square feet in area.
    - b. The area of the illuminated face of outdoor vending machines with advertising graphics shall count toward the number and area of attached signs permitted on a site. Outdoor vending machines shall not be permitted in the right-of-way.
  2. Traditional Marketplace Corridor Form Districts:
    - a. Multiple tenant buildings shall be permitted either an attached sign or a projecting sign for each tenant.

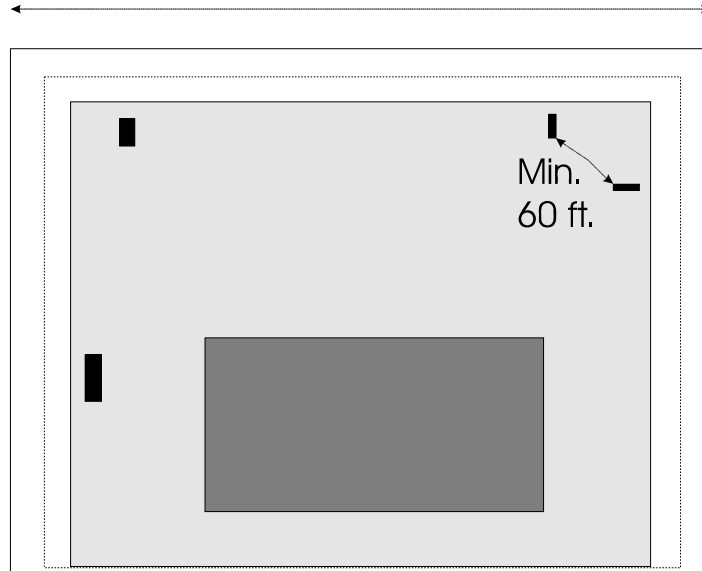
### 8.3.3 Freestanding Business Signs

In addition to the attached signs allowed above, illuminated or non-illuminated freestanding business signs are allowed subject to the following restrictions:

- A. Freestanding business signs are allowed within all non-residential zoning districts (these districts include: OR, OR-1, OR-2, OR-3, OTF, C-R, C-N, C-1, C-2, C-3, C-M, M-1, M-2, M-3, EZ-1, PEC, PRO, W-1, W-2, W-3, PD (non-residential uses)), unless otherwise listed under [Chapter 8, Part 2](#) or restricted within the applicable form district sign restrictions. Commercial uses permitted within a TNZD district may include freestanding business signs in accordance with the restrictions of the Traditional Neighborhood Form District as listed in this section, subject to additional limits established in the applicable TNZD Plan Report.
- B. No freestanding sign shall be located in or project over or into the right-of-way or into any adjoining property.

- C. A lot fronting only on one street shall have no more than one freestanding sign unless the street frontage exceeds 600 feet, then a second freestanding sign is allowed. The sum of the areas of the two freestanding signs combined shall not exceed the total maximum area allowed for one freestanding sign.
- D. A lot fronting on two or more public streets shall be allowed to have one freestanding sign for each street frontage. If one street frontage exceeds 600 feet then a third sign shall be permitted in accordance with [Section 8.3.3C](#). If the site contains more than one street frontage with more than 600 feet of length, then only one of the street frontages shall be permitted to have a second sign in accordance with [Section 8.3.3C](#).
- E. An outdoor advertising sign shall not be counted in determining compliance with items C and D above.
- F. No lot frontage shall have a freestanding sign unless the building situated on that lot is set back at least fifteen (15) feet from the street right-of-way line. Corner lots may have a freestanding sign for the frontage on which the building is setback at least fifteen (15) feet from the street right-of-way line. Traditional Neighborhood, Traditional Marketplace and Village Form Districts shall be exempt from the setback requirement as listed in the two preceding sentences.
- G. There shall be no minimum setback for a freestanding business sign as long as the sign meets the restrictions listed under [Section 8.1.6B](#). Freestanding business signs shall be permitted in required form district setbacks/yards.
- H. Where more than one (1) freestanding sign is proposed for installation on a development site with multiple frontages, a minimum of sixty (60) linear feet shall separate each freestanding sign.

**Illustration 8.3.1**  
Refer to **Sections 8.3.3.C-D&H**  
>600 ft. of Frontage



- I. Freestanding business signs for lots adjacent to Scenic Corridors, Olmsted Parkways and Parkways and for lots within the Traditional Marketplace Corridor, Neighborhood, Traditional Neighborhood, Campus and Village Form Districts shall meet one of the following design standards:
  1. The sign shall be a monument style sign; or
  2. The sign shall be a columnar sign; or
  3. In locations where the permit issuer identifies a potential sight distance problem and when the Director of Works determines that the design standards 1 or 2 above would negatively affect sight distance necessary for pedestrian and vehicular traffic accessing the site or using adjacent intersections, another sign style may be approved by the Planning Director.
- J. Form District Specific Freestanding Sign Restrictions:
  1. Traditional Neighborhood Form Districts:
    - a. Freestanding signs are permitted only when the linear street frontage of the lot exceeds 120 feet.
  2. Suburban Workplace Form Districts:

- a. One freestanding master plan project identification sign shall be permitted adjacent to the primary entrance to developments having more than five lots and having an access point from an arterial level street. This sign shall not be counted towards the number of allowed freestanding business signs on a lot. The sign shall not exceed 150 square feet in area and 24 feet in height.

3. Campus Form Districts:

- a. In multiple lot developments the base, side and frame of freestanding signs shall be uniform in design, materials and color.
- b. One freestanding master plan project identification sign shall be permitted adjacent to the primary entrance to developments having more than five lots and having an access point from an arterial level street. This sign shall not be counted towards the number of allowed freestanding business signs on a lot. The sign shall not exceed 100 square feet in area and 18 feet in height.
- c. Signs may be located within the building setbacks, established within [Section 5.3.5](#).

4. Downtown Form District:

*NOTE: The freestanding business sign prohibition in DFD is not subject to the LDC waiver process.*

- a. Freestanding signs shall be limited to small freestanding business signs, directory signs and directional signs. Freestanding signs shall only be permitted within the storefront zone of the sidewalk, subject to the licensing requirements established by the Director of Works, or as part of the plaza, park or other open space designed in conjunction with the structures(s).

- K. The maximum area and height of freestanding business signs within non-residential zoning districts (these districts include: OR, OR-1, OR-2, OR-3, OTF, C-R, C-N, C-1, C-2, C-3, C-M, M-1, M-2, M-3, EZ-1, PEC, PRO, W-1, W-2, W-3, PD (non-residential uses)) are listed in [Table 8.3.2](#).

**TABLE 8.3.2 FORM DISTRICT FREESTANDING BUSINESS SIGN  
RESTRICTIONS**

Form District	Street Functional Class	Single Business Area (S.F.)	Single Business Height	Shared 2-3 Business Area (S.F.)	Shared 2-3 Business Height	Shared 4 > Business Area (S.F.)	Shared 4> Business Height
<b>Neighborhood</b>	Local	40	6	60	8	80	10
	Collector	60	8	80	10	100	12
	Arterial 4 Lanes or less	80	10	100	12	120	14
	Arterial > 4 Lanes	80	12	100	14	120	16
<b>Town Center</b>	<b>See Neighborhood Above</b>						
<b>Campus</b>	<b>See Neighborhood Above</b>						
<b>Regional Center</b>	Local	60	12	80	14	100	16
	Collector	80	18	100	20	120	22
	Arterial 4 Lanes or Less	100	22	120	24	140	26
	Arterial >4 Lanes	100	24	120	26	140	28
<b>Suburban Marketplace Corridor</b>	<b>See Regional Center Above</b>						
<b>Suburban Workplace</b>	<b>See Regional Center Above</b>						
<b>Traditional Neighborhood</b>	Local	24	4	48	6	64	8
	Collector	32	6	56	8	72	10
	Arterial 4 Lanes or less	48	6	72	8	88	10
	Arterial >4 Lanes	48	8	72	10	88	12
<b>Village</b>	<b>See Traditional Neighborhood Above</b>						
<b>Traditional Workplace</b>	Local	40	10	60	12	80	14
	Collector	60	14	80	16	100	18
	Arterial 4 Lanes or Less	80	18	100	20	120	22
	Arterial .4 Lanes	80	22	100	24	120	26
<b>Traditional Marketplace Corridor</b>	Local	32	6	60	6	80	10
	Collector	48	6	64	6	72	10
	Arterial 4 Lanes or less	48	6	64	6	72	10
	Arterial >4 Lanes	64	8	72	10	88	12

\* Lanes refer to driving lanes, which include center turn lanes and medians, de-acceleration lanes are not included.

**8.3.4 Freestanding Directional Signs**

Freestanding directional signs, i.e., signs used primarily to direct on premise vehicular or pedestrian circulation or traffic, are allowed to a maximum height of three (3) feet, with a maximum area of five (5) square feet. Such signs shall not be counted toward the number of freestanding signs allowed on a lot. One single faced "Menu Board" type sign is allowed for a "drive through" facility and shall not be counted toward the number of freestanding business signs allowed, provided such sign is no larger than forty (40) square feet. Freestanding directional signs shall be permitted within form district setbacks/yards.

*Note: See definition for illustration.*

**8.3.5 Attached Directional Signs**

Attached directional signs, i.e., signs used exclusively to direct on premise vehicular or pedestrian circulation or traffic, are allowed to a maximum area of five (5) square feet. Such signs shall not be counted toward the number of attached business signs allowed on a lot. No attached directional sign may exceed a height greater than 10 feet from the grade of the property on which the sign is located.

*Note: See definition for illustration.*

**8.3.6 Projecting Signs**

Buildings on lots which contain no freestanding sign (other than a freestanding directional sign) may not have more than one sign which projects perpendicularly from the facade (but not the roof) of the building providing that the sign does not exceed thirty-two (32) square feet in area, does not extend below nine (9) feet above the ground or sidewalk, or more than eight (8) feet from the facade of the building, or closer than two (2) feet to the abutting roadway. The area of the projecting sign shall be part of the total allowable signage allowed on any one facade of the building as listed in **Section 8.3.2B** of this Part. Multiple use buildings may have one projecting sign for each business, subject to the total maximum sign area permitted in **Table 8.3.1**.

*Note: See definition for illustration.*

**8.3.7 Special Provisions**

- A. A single use building may have one attached sign for the sole purpose of furnishing emergency telephone numbers or other such emergency information. Such a sign shall not be counted toward the number of attached signs allowed provided it does not exceed one square foot in area. Multiple use buildings may have one such emergency sign for each independent use. A sign in a gasoline service station identifying a self service and/or full service pump island may be attached to canopy supports or light standards over a pump island at a height greater than the three (3) feet allowed for other directional signs, provided the area of such a sign does not exceed five (5) square feet.
- B. Shared Business Signs shall not be considered outdoor advertising signs by this regulation.